

TO: Distribution

DATE: December 3, 1996

FROM: Frank Alfieri

SUBJECT: **ATTACHMENT A: OPBD Order Form Guidelines**

Specific guidelines have been developed to avoid situations which can increase both the time and cost associated with processing OPBD order forms and sweepstakes entries. These guidelines have been developed in conjunction with LBCo. to ensure that they do not disrupt the creative process. Additionally, past learnings have been included in the guidelines to avoid situations such as:

- special handling of order forms/entries prior to microfilming (i.e.: taping 8 to a page due to small size);
- problems with microfilming (i.e.: forms tearing due to light paper stock);
- disruption in key entry process (potential to key incorrect information due to small size);
- Consumer Complaints (receipt of wrong merchandise resulting in refunds, exchanges and reshipments).

While we recognize that there will be unique situations, the guidelines below should cover the majority of the requirements for order forms designed for OPBD programs.

Requirements

<u>Size</u>	<u>Length</u>	<u>Width</u>	<u>Paper Stock</u>
Optimal Size	8 1/2"	X 5 1/2"	Post card or bond paper stock weights are optimal
Maximum Size	8 1/2"	X 11"	Matte finish is preferred
Minimum Size	6"	X 4"	

Since order forms impact both program set up and execution please contact either Nancy or Mark accordingly with any questions.

Mark Cavone (X 2463) - Operations

- Microfilming requirements
- Key entry issues
- Paper size, stock or finish

Nancy Zimbalist (X 2883) - Program Set Up

- Adherence to Order Form Specifications Document including:
 - Order form language and layout
 - Legal requirements
 - PO Box and Source Code assignment

Please feel free to stop by either Nancy or Mark's offices to review samples of order forms that have met with success or complications. Importantly, please continue to involve both Nancy and Mark in the up-front planning process so that they can provide you with advice or make any special arrangements your programs may require.

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